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U. S. DEPARTMENT OF AGRICULTURE

Household Purchases of

- Fluid Milk
- Nonfat Dry Milk
- Butter & Margarine

December 1957



HPD - 53

February 1958

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D.C.

PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk, and margarine. Starting April 1956, coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The coverage on margarine and nonfat dry milk was resumed starting April 1957.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it under contract with the Department. The data are based on reports from a sample of approximately 6,000 families reporting weekly in pre-printed diaries on their purchases of food. Data on butter and margarine prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 6,000 family sample.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF FLUID MILK,
NONFAT DRY MILK, BUTTER AND
MARGARINE, DECEMBER 1957

: The data in this report are estimates of total purchases :
: by household consumers only, and do not include consumption in :
: restaurants, hotels, hospitals, or other institutional outlets.:
: Data for a month are for a 4-week period (28 days) to permit :
: comparisons of purchase volume between periods of equal length.:

FLUID MILK 1/

Total: United States householders purchased about 1,266 million quarts of fluid milk (whole and skim) in 4 weeks in December 1957, a gain of nearly 3 percent over the corresponding 4-week period in 1956. Cumulative purchases for April-December 1957 ran nearly 5 percent ahead of a year earlier.

Per capita purchases of fluid milk, at 7.6 quarts for the 28-day period in December 1957, were slightly lower than the November 1957 peak, but were at about the same rate as in December 1956. 2/

Approximately 87 percent of all families bought fluid milk during December 1957, compared with slightly more than 84 percent in the corresponding 4-week period in 1956. 3/

Fluid whole milk: Consumers purchased 1,202 million quarts of fluid whole milk in the 28-day reporting period of December 1957, up 3 percent from December 1956. 4/ This reflected a modest downturn from the record November 1957 level. On a per capita basis, purchases rose slightly from the December 1956 rate. The proportion of families buying whole milk in December 1957, about 85 percent, exceeded the previous high for this series (September 1957) and was up 2.6 points from December 1956.

More than 48 percent of all fluid milk purchased by householders in December 1957 was bought in larger-than-quart-size containers. Householders purchased record volumes of whole milk in half-gallon and gallon containers in the month, with gains of 21 and 13 percent, respectively, from year-earlier levels. Purchases of whole milk for home use in single-quart containers, on the other hand, were down almost 9 percent from the comparable 4-week period in 1956.

Consumers in this survey paid 23.8 cents per quart equivalent for fluid whole milk in December 1957, compared with 23.2 cents a year earlier and 22.4 cents in December 1954. Householders paid 19.4 cents per quart equivalent for

1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ Per capita purchases are based on total U. S. civilian non-institutional population.

3/ Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their own use.

4/ Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

whole milk purchased in gallon units, up 0.8 cent from December 1956; 22.4 cents for whole milk in half-gallons, up slightly from a year earlier; and 25.5 cents for quarts, one cent higher than in December a year earlier.

Fluid skim milk: December 1957 purchases of fluid skim reflected a 3 percent decline in volume, compared with the corresponding 4-week period in 1956. 5/ Consumers purchased about 64 million quarts of skim items in December 1957. Most of the loss of skim milk purchases occurred in the quantity bought in quart-size containers. About 3 of every 4 quart equivalents of skim items were purchased in quart units and most of the remainder was bought in half-gallon containers.

The proportion of families buying fluid skim milk declined from 19 percent in December 1956 to 17.6 percent in December 1957, the second lowest percentage reported in this series. Per capita purchases declined approximately 5 percent in December 1957 from a year earlier.

Householders in this survey paid nearly 20 cents per quart equivalent for fluid skim items in December 1957, up slightly from a year earlier. The price paid for skim milk bought in single-quarts, at 20.4 cents, advanced 0.3 cent; half-gallon prices remained about the same at 17.7 cents per quart equivalent; but gallon-unit prices at 12.7 cents per quart averaged 0.7 cent less than a year earlier.

NONFAT DRY MILK

December 1957 purchases of nonfat dry milk by household consumers amounted to 13.5 million pounds, up about 5 percent from 2 years earlier. On a per capita basis, purchases rose slightly to nearly one-tenth of a pound for the 4-week period. The average size of purchase, nearly 25 ounces, was about 15 percent higher than in December 1955.

Householders paid 41.4 cents per pound for nonfat dry milk in December 1957, compared with 39.7 cents in December 1955 and 1954. The average price paid for nonfat dry milk during the current dairy marketing season (starting in April 1957) was almost 1.5 cents per pound higher than in the first 9 months of the 1955-56 season.

BUTTER

Consumers bought about 73 million pounds of butter in December 1957, unchanged from the quantity purchased in the comparable 28-day period in 1956 and nearly the same as bought in December 2 years earlier. Per capita purchases of butter in December 1957, however, represented a decline of about 2 percent from December 1956.

5/ Fluid skim includes skim, fortified skim, buttermilk, and flavored milk drinks.

Approximately 48 percent of U. S. families made one or more purchases of butter in December 1957, nearly the same as in each December of the previous 3 years. Householders paid 71.3 cents per pound for butter in December 1957, compared with 71.1 cents a year earlier.

Although householders did not buy butter quite as often in December 1957 as a year earlier, they increased the average size of each purchase with the result that monthly purchases per buying family, at 3 pounds, remained about the same.

MARGARINE

Total and per capita purchases of margarine reached record levels in December 1957. Household consumers bought approximately 114 million pounds of margarine during the 4-week period, up about 7 percent from December 1955 and 1954. Consumers bought nearly 0.7 pound per person in December 1957, a gain of 3 percent from 2 years earlier.

The proportion of families buying was the highest yet reported in this series. Almost 65 percent of all families made a margarine purchase in December 1957, compared with slightly more than 63 percent 2 years earlier. The gain in purchases occurred despite an advance of 1.6 cents per pound in the average price (to 26.2 cents) paid by householders.

Families buying margarine in the 28-day period in December 1957 purchased about $3\frac{1}{2}$ pounds, unchanged from 2 years earlier, but about one-half pound more than for families buying butter.

HOUSEHOLD PURCHASES OF FLUID MILK

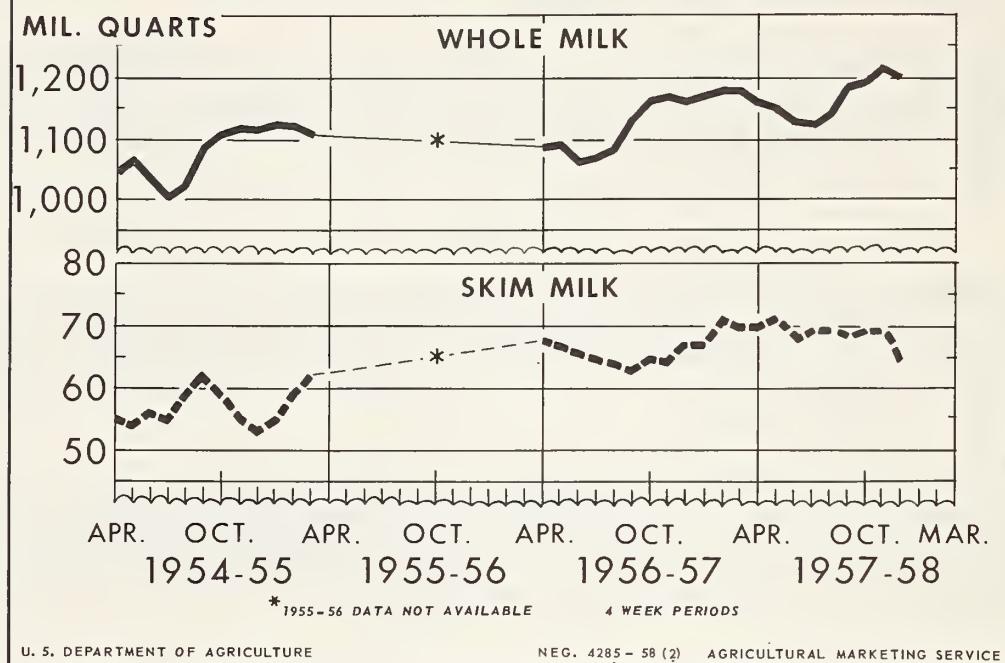


Figure 1

HOUSEHOLD PURCHASES OF NONFAT DRY MILK AND PRICES PAID

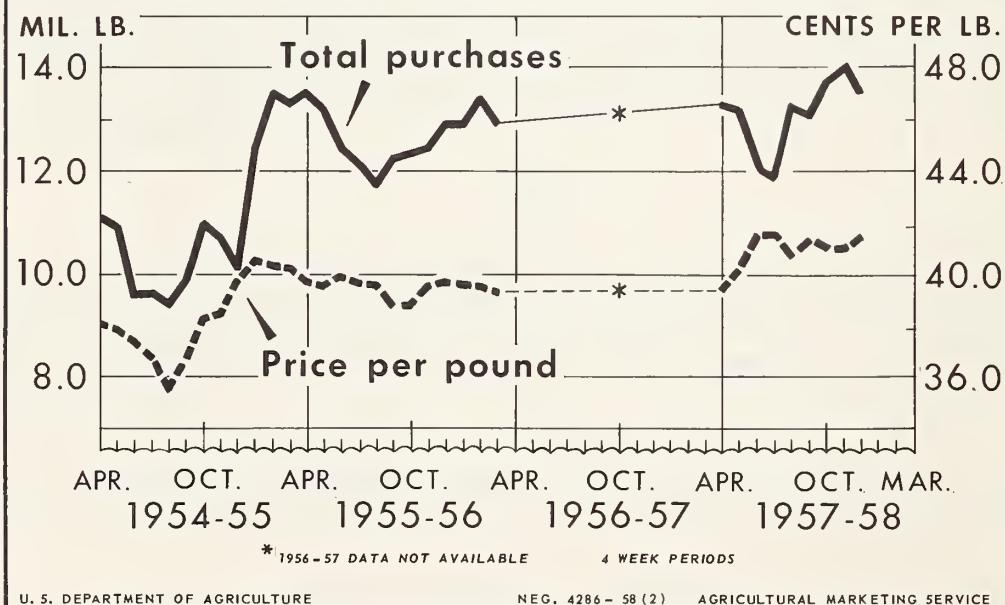


Figure 2

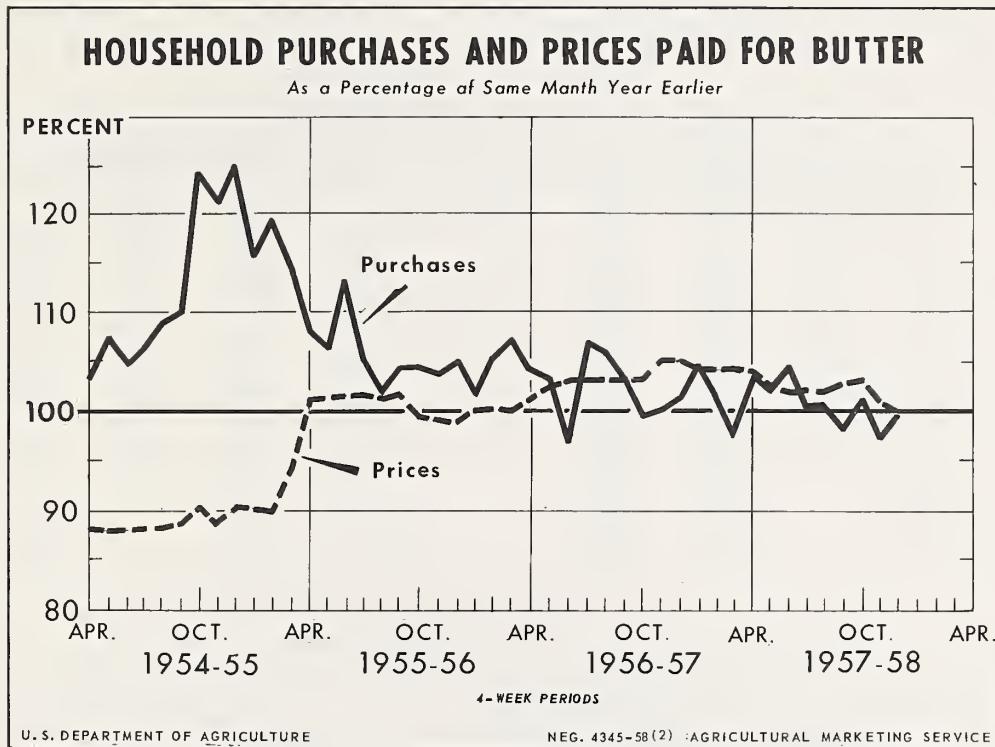


Figure 3

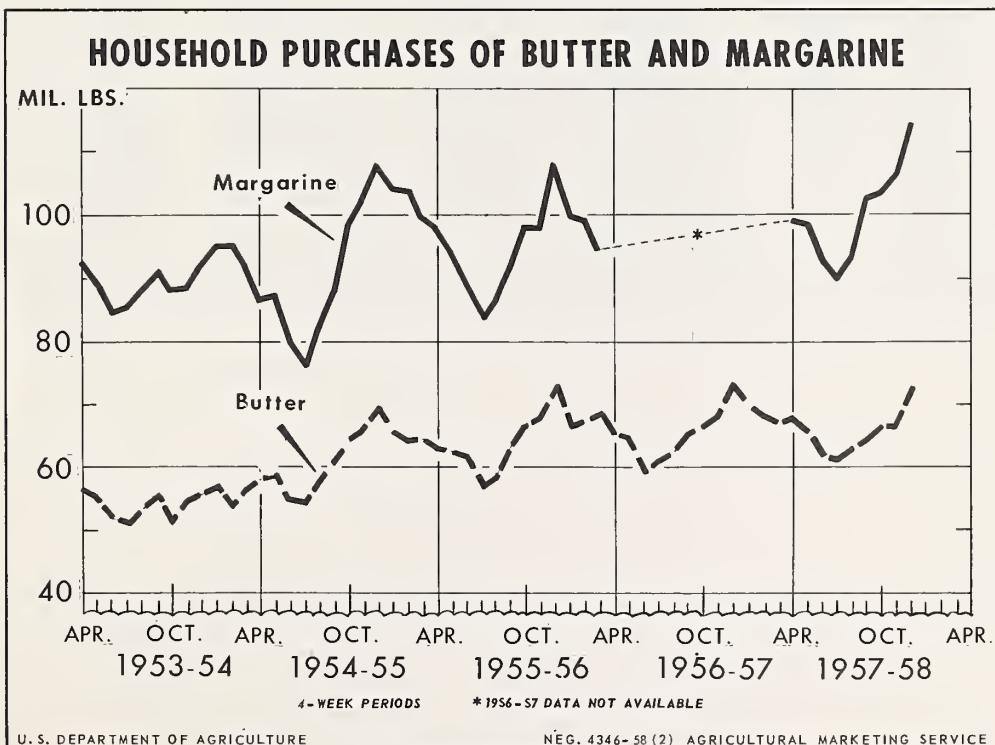


Figure 4

Table 1.--Nonfat dry milk: Household purchases and average price paid, U. S., 4-week periods

Table 2.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

Table 3.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Table 4.--Fluid whole and skim milk: Total household purchases and average price paid, U. S., 4-week periods

Period	Fluid whole milk					
	Quantity purchased			Average price paid per quart equivalent		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	1,163	1,086	1,046	23.0	22.2	21.9
May.....	1,150	1,093	1,064	22.9	22.3	21.6
June.....	1,130	1,064	1,034	22.8	22.4	21.6
July.....	1,127	1,067	1,003	23.0	22.5	21.8
August.....	1,137	1,083	1,021	23.2	22.7	22.0
September.....	1,186	1,131	1,082	23.4	22.8	22.2
October.....	1,194	1,163	1,112	23.6	23.0	22.3
November.....	1,210	1,170	1,117	23.7	23.1	22.4
December.....	1,202	1,164	1,119	23.8	23.2	22.4
January.....		1,173	1,125		23.3	22.3
February.....		1,176	1,121		23.3	22.3
March.....		1,180	1,116		23.2	22.1
Fluid skim milk						
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	70.0	68.2	54.7	19.0	18.5	18.8
May.....	71.0	67.3	53.6	19.1	18.6	18.5
June.....	68.6	65.9	55.7	18.9	18.5	18.4
July.....	69.5	65.4	55.3	18.7	18.6	18.6
August.....	69.7	64.0	59.2	18.8	18.8	18.7
September.....	68.7	63.4	61.7	19.3	18.9	19.2
October.....	69.6	64.9	58.7	19.5	19.1	19.0
November.....	69.4	63.7	55.0	19.6	19.3	18.9
December.....	64.3	66.6	53.0	19.7	19.4	18.8
January.....		66.9	54.6		19.4	18.8
February.....		71.2	58.7		19.3	18.6
March.....		70.5	61.6		19.4	18.5

Table 5.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	656	691	787	423	321	202	82.9	72.4	57.3
May.....	648	690	793	420	330	208	80.3	72.4	62.1
June.....	624	663	772	423	329	200	80.2	71.2	60.7
July.....	606	651	745	441	341	204	77.7	73.6	53.7
August.....	606	653	759	447	356	208	82.3	73.4	54.0
September.....	632	674	801	459	379	219	91.7	77.3	61.3
October.....	633	687	816	468	394	230	90.8	81.4	66.2
November.....	633	683	811	482	405	242	92.8	81.8	62.3
December.....	620	678	807	486	403	247	93.6	82.7	66.3
January.....		681	800		412	254		79.0	69.2
February.....		675	790		418	256		81.6	74.4
March.....		671	783		426	260		82.8	70.9
	Average price paid per quart equivalent 2/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	24.4	23.2	22.7	21.8	20.9	20.4	18.6	18.1	17.5
May.....	24.3	23.3	22.4	21.7	21.2	19.9	18.4	18.5	17.0
June.....	24.3	23.3	22.5	21.6	21.3	19.5	18.2	18.2	16.6
July.....	24.4	23.5	22.7	21.8	21.3	19.7	18.6	18.3	16.8
August.....	24.6	23.7	22.8	22.0	21.6	20.1	18.9	18.5	17.2
September.....	25.0	23.9	23.1	22.2	21.7	20.4	19.0	18.6	17.2
October.....	25.2	24.2	23.2	22.3	21.9	20.6	19.1	18.5	17.6
November.....	25.4	24.4	23.2	22.4	22.0	20.7	19.2	18.5	17.8
December.....	25.5	24.5	23.3	22.4	22.1	20.5	19.4	18.6	18.2
January.....		24.5	23.2		22.2	20.5		19.0	17.9
February.....		24.5	23.3		22.1	20.5		18.8	17.9
March.....		24.5	23.1		22.0	20.3		18.6	17.7

1/ Excludes other sizes such as half-pint, pints, and third quarts estimated at about 2.3 million quarts equivalent monthly.

2/ Prices not available for smaller-than-quart sizes.

Table 6.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	54.2	53.4	47.9	13.5	11.9	4.0	2.1	2.7	2.7
May.....	53.9	51.9	47.2	15.3	13.0	3.8	1.7	2.3	2.4
June.....	51.9	50.7	48.7	13.5	12.7	5.4	3.0	2.4	1.5
July.....	53.4	50.2	48.5	13.3	12.9	4.4	2.7	2.2	2.3
August.....	52.4	49.9	50.6	14.4	11.9	5.5	2.8	2.1	3.0
September.....	51.7	48.3	53.3	14.5	13.5	5.4	2.4	1.6	2.8
October.....	52.3	49.2	51.4	14.7	13.6	4.8	2.5	2.1	2.2
November.....	52.4	48.8	48.9	15.2	13.4	4.4	1.7	1.5	1.7
December.....	48.4	50.4	46.4	14.2	14.0	4.7	1.6	2.1	1.7
January.....		49.8	46.0		15.2	6.5		1.8	2.0
February.....		53.9	50.2		15.0	6.4		2.3	1.9
March.....		55.1	52.4		13.5	7.3		1.8	1.7
	Average price paid per quart equivalent 2/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	19.8	19.2	19.4	17.3	16.5	15.7	10.6	11.3	11.9
May.....	19.9	19.3	19.0	17.3	16.6	15.7	10.1	11.6	10.3
June.....	19.8	19.3	18.9	17.2	16.5	15.7	10.4	10.5	10.4
July.....	19.5	19.5	19.3	17.0	16.1	16.1	10.2	11.1	9.2
August.....	19.8	19.5	19.4	16.9	16.8	16.6	9.8	12.1	9.5
September.....	20.1	19.9	20.1	17.4	16.5	15.4	12.0	10.2	9.4
October.....	20.4	20.0	19.5	17.7	17.0	17.2	11.7	11.0	12.4
November.....	20.3	20.0	19.4	17.7	17.3	15.8	12.9	12.9	10.7
December.....	20.4	20.1	19.2	17.7	17.8	17.1	12.7	13.4	10.8
January.....		20.0	19.3		17.9	16.7		12.9	12.6
February.....		20.0	19.1		17.9	16.6		12.5	10.5
March.....		20.1	19.1		17.7	15.9		11.4	12.5

1/ Excludes other sizes such as half-pints, pints, and third quarts estimated at 0.1 million quarts equivalent monthly.

2/ Prices not available for smaller than quart sizes.

Table 7.--Butter: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased									
	Total					Per 1,000 population in households				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	67.3	65.1	62.7	58.0	56.2	407	401	388	367	369
May.....	65.4	64.2	62.2	58.5	54.7	396	396	385	371	359
June.....	61.9	59.3	61.3	54.5	51.9	374	366	380	345	340
July.....	61.1	61.0	57.0	54.2	50.9	368	377	356	341	332
August.....	62.6	62.2	58.7	57.9	53.3	377	385	366	364	348
September.....	64.3	65.2	63.1	60.4	55.1	387	404	394	379	360
October.....	66.5	65.8	66.0	63.2	51.0	400	403	409	394	331
November.....	66.4	68.1	68.0	65.7	54.4	399	418	422	410	353
December.....	72.9	73.0	72.4	69.2	55.5	438	448	449	432	361
January.....		69.2	66.2	65.3	56.6		421	411	407	367
February.....		67.9	67.2	63.8	53.4		413	417	398	346
March.....		66.5	68.3	64.0	56.3		405	423	399	365
	Percentage of all families buying					Average price paid per pound				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents	Cents
April.....	45.8	45.3	45.1	44.0	44.7	70.2	67.7	67.2	66.6	75.4
May.....	45.5	45.6	45.2	42.8	43.5	70.0	68.4	66.7	66.0	75.0
June.....	45.0	44.4	44.6	41.4	42.7	69.6	68.4	66.5	65.7	74.5
July.....	44.4	45.5	44.0	42.2	43.3	70.0	68.5	66.7	65.8	74.5
August.....	44.7	46.0	45.1	43.3	44.2	69.8	68.5	66.7	66.0	74.7
September.....	45.2	46.6	46.1	43.1	45.9	71.0	69.2	67.4	66.4	74.9
October.....	45.2	46.3	46.3	45.4	43.7	71.9	69.8	67.7	68.1	75.3
November.....	45.3	47.6	47.6	46.2	44.8	71.5	70.9	67.6	68.2	76.6
December.....	48.1	48.8	49.0	48.5	44.4	71.3	71.1	67.8	68.6	76.0
January.....		46.4	46.9	45.5	42.8		70.8	68.0	68.2	75.6
February.....		46.1	46.5	45.6	42.2		70.6	67.8	67.7	75.2
March.....		45.2	47.2	45.4	44.1		70.4	67.5	67.6	72.2
	Per buying family									
	Purchases					Quantity per purchase				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	2.64	2.66	2.64	2.74	2.71	1.11	1.11	1.09	1.09	1.06
May.....	2.57	2.63	2.60	2.80	2.75	1.12	1.10	1.10	1.10	1.04
June.....	2.46	2.51	2.60	2.72	2.64	1.12	1.09	1.09	1.09	1.04
July.....	2.47	2.47	2.45	2.65	2.58	1.11	1.10	1.09	1.09	1.04
August.....	2.54	2.52	2.50	2.81	2.67	1.10	1.10	1.08	1.08	1.03
September.....	2.59	2.62	2.58	2.86	2.69	1.09	1.09	1.09	1.09	1.03
October.....	2.67	2.62	2.68	2.84	2.59	1.10	1.10	1.10	1.09	1.02
November.....	2.62	2.61	2.66	2.88	2.65	1.11	1.11	1.11	1.09	1.04
December.....	2.64	2.71	2.70	2.66	2.68	1.14	1.12	1.13	1.11	1.05
January.....		2.70	2.65	2.73	2.90		1.11	1.10	1.09	1.04
February.....		2.66	2.70	2.65	2.73		1.11	1.10	1.10	1.04
March.....		2.68	2.68	2.67	2.75		1.11	1.11	1.09	1.04

Table 8.--Margarine: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased							
	Total				Per 1,000 population in households			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds
April.....	99.0	97.5	86.3	92.1	599	604	546	605
May.....	98.6	93.8	87.1	89.1	597	581	551	584
June.....	92.9	89.1	79.9	84.5	562	551	506	554
July.....	89.7	83.6	76.2	85.5	541	522	479	558
August.....	93.4	86.6	82.7	88.0	563	540	520	574
September.....	102.9	91.5	87.8	91.1	620	571	552	595
October.....	103.6	97.8	98.7	88.2	623	606	616	573
November.....	100.5	97.8	101.8	88.5	640	607	635	575
December.....	114.4	107.3	107.4	91.8	688	666	670	597
January.....		99.8	103.9	94.6		619	648	614
February.....		99.2	103.4	94.7		615	645	600
March.....		94.3	99.4	91.7		585	620	581
	Percentage of all families buying				Average price paid per pound			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents
April.....	59.3	60.3	56.4	58.6	26.9	25.3	26.2	26.2
May.....	60.3	59.5	56.4	57.7	26.5	24.7	26.4	26.5
June.....	58.6	57.3	54.7	56.9	26.1	24.7	26.7	26.0
July.....	55.8	55.9	53.5	57.7	26.2	24.8	26.9	26.0
August.....	57.5	57.1	55.7	58.7	26.2	25.0	26.8	26.1
September.....	60.1	58.0	58.0	59.9	26.1	25.1	26.8	25.8
October.....	60.6	59.2	62.4	58.9	26.0	24.7	26.2	25.4
November.....	62.4	60.6	63.4	60.0	26.0	24.7	25.5	26.0
December.....	64.7	63.4	63.7	60.0	26.2	24.6	25.7	26.7
January.....		59.9	63.2	58.7		24.4	25.7	26.7
February.....		60.0	63.3	60.7		24.3	25.7	25.8
March.....		59.4	61.6	59.8		24.6	25.5	25.9
	Per buying family							
	Purchases				Quantity per purchase			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
April.....	2.18	2.19	2.38	2.47	1.53	1.52	1.45	1.43
May.....	2.11	2.11	2.39	2.45	1.55	1.54	1.44	1.42
June.....	2.04	2.08	2.25	2.35	1.55	1.54	1.45	1.43
July.....	2.06	2.04	2.23	2.31	1.55	1.52	1.43	1.46
August.....	2.09	2.08	2.31	2.36	1.55	1.51	1.44	1.45
September.....	2.18	2.16	2.36	2.40	1.56	1.51	1.43	1.43
October.....	2.18	2.21	2.39	2.24	1.56	1.54	1.46	1.49
November.....	2.16	2.15	2.41	2.24	1.57	1.55	1.48	1.46
December.....	2.19	2.20	2.29	2.37	1.60	1.59	1.53	1.47
January.....		2.18	2.29	2.46		1.57	1.48	1.46
February.....		2.15	2.25	2.37		1.58	1.51	1.45
March.....		2.10	2.24	2.37		1.55	1.50	1.43



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